



KNXV

ORDER

Print Date 05/14/12

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Flight Dates 05/15/12-05/21/12

KNXV-TV
PHOENIX

Product

Contract / Revision 297351 / Wil Cardon for Senate

Order Sep 00:20:00

Original Date / Revision Agency Com 15%

Estimate #

05/11/12 05/11/12

Billing Contact

Alt Order #

Billing Type Cash

Advertiser Cardon / Republican / Senator
PO Box 288
Alexandria, VA 22313

Order Type GENERAL

Agency Media Placement Technology

Billing Cycle EOM/EOC

Buying Contact Sales Office EWSDC
500 N Washington Street - Suite #31 Sales Region NAT
Alexandria, VA 22314 Agency Ref

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
May 2012	41	\$32,767.50	\$38,550.00	0.00	04/30/12	05/21/12	41	\$32,767.50	\$38,550.00
Totals	41	\$32,767.50	\$38,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals			
										Rate	Pri	Rtg	Type
N 1	KNXV	05/15/12	05/21/12	M-F 11am-12pm	CM	11am-12pm	11111--	:30	5	\$200.00	P-3	0.00	NM
Right This Minute													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		Week: 05/14/12	05/20/12	-1111--	4	\$200.00	0.00						
		Week: 05/21/12	05/27/12	1-----	1	\$200.00	0.00						
N 2	KNXV	05/15/12	05/21/12	M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$600.00	P-2	0.00	NM
Jeopardy													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		Week: 05/14/12	05/20/12	-1111--	4	\$600.00	0.00						



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Hiatus Dates

Original Date / Revision 05/11/12/ 05/11/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals					
										Rate	Pri	Rtg	Type	Spots	Amount
N 2	KNXV	05/15/12	05/21/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/21/12	05/27/12	1-----	1	\$600.00	0.00
N 3	KNXV	05/15/12	05/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-1111--	4	\$800.00	0.00
										Week: 05/21/12	05/27/12	1-----	1	\$800.00	0.00
N 4	KNXV	05/15/12	05/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-1111--	4	\$850.00	0.00
										Week: 05/21/12	05/27/12	1-----	1	\$850.00	0.00
N 5	KNXV	05/15/12	05/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-1111--	4	\$1,500.00	0.00
										Week: 05/21/12	05/27/12	1-----	1	\$1,500.00	0.00
N 6	KNXV	05/19/12	05/19/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-----S-	1	\$800.00	0.00
N 7	KNXV	05/15/12	05/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	22222--	:30	10	\$1,500.00	P-2	0.00	NM	10	\$15,000.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-2222--	8	\$1,500.00	0.00
										Week: 05/21/12	05/27/12	2-----	2	\$1,500.00	0.00
N 8	KNXV	05/15/12	05/21/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
										Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
										Week: 05/14/12	05/20/12	-1111--	4	\$600.00	0.00
										Week: 05/21/12	05/27/12	1-----	1	\$600.00	0.00

*Tax 1 Note: Tax 0.5%.

Totals 41 \$38,550.00